

## In the Claims

1. (Currently Amended) A method for rendering encrypted digital content, the method comprising ~~the~~ steps of:
  - obtaining data comprising an advertisement and encrypted digital content;
  - rendering the advertisement, wherein the rendered advertisement contains information necessary to derive a content encryption key; to obtain a content encryption key from the advertisement;
  - deriving a content encryption key from the rendered advertisement;
  - utilizing the content encryption key to decrypt the encrypted digital content; and
  - rendering the digital content.
2. (Original) The method of claim 1 wherein the step of obtaining data comprises the step of obtaining data comprising an advertisement, wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, a commercial.
3. (Currently Amended) The method of claim 1 further comprising ~~the a~~ step of insuring that the advertisement is completely rendered prior to rendering the digital content.
4. (Currently Amended) The method of claim 1 wherein the step of ~~rendering the advertisement to obtain~~ deriving the content encryption key comprises ~~the a~~ step of hashing the advertisement to ~~obtain~~ derive the content encryption key.
5. (Currently Amended) The method of claim 1 wherein the step of ~~rendering the advertisement to obtain~~ deriving the content encryption key comprises ~~the a~~ step of using a keyed hash algorithm on the advertisement to ~~obtain~~ derive the content encryption key.
6. (Currently Amended) The method of claim 1 wherein the step of ~~rendering the advertisement to obtain~~ deriving the content encryption key comprises ~~the a~~ step of hashing the advertisement and combining a hash result with using a public key to obtain derive the content encryption key.
7. (Currently Amended) The method of claim 1 further comprising ~~the~~ steps of:
  - receiving a digital rights management (DRM) rules file; and

- analyzing the DRM rules file to determine a length of the advertisement.
8. (Currently Amended) A method for preparing an advertisement message, the method comprising ~~the~~ steps of:
- creating an advertisement; and
  - ~~determining~~ deriving a content encryption key (CEK) ~~based on from~~ the advertisement, the content encryption key being utilized to decrypt encrypted digital content, wherein the CEK is only obtainable after rendering the advertisement.
9. (Currently Amended) The method of claim 8 further comprising ~~the~~ steps of:
- prepending the advertisement message containing the CEK to the encrypted digital content; and
  - transmitting the advertisement message containing the CEK and the digital content.
10. (Currently Amended) The method of claim 8 wherein the step of creating the advertisement comprises the step of creating ~~an~~ the advertisement taken from the group consisting of a public service announcement, a legal warning, and a commercial.
11. (Currently Amended) The method of claim 8 further comprising ~~the~~ steps of:
- creating a DRM rules file comprising a length of the advertisement; and
  - transmitting the DRM rules file along with the advertisement.-
12. (Cancelled)
13. (Currently Amended) An apparatus comprising:
- a digital rights management (DRM) module obtaining data comprising an advertisement and encrypted digital content, wherein a rendered advertisement contains information necessary to derive a content encryption key from the rendered advertisement, the DRM module rendering the advertisement to obtain a derive the content encryption key from the advertisement, and utilizing the content encryption key to decrypt the encrypted digital content; and
  - a rendering module rendering the digital content.

14. (Currently Amended) The apparatus of claim 13 wherein the advertisement comprises information taken from the group consisting of a public service announcement, a legal warning, and a commercial.

15. (Currently Amended) The apparatus of claim 13 wherein the DRM module hashes the advertisement to ~~obtain~~ derive the content encryption key.

16. (Currently Amended) The apparatus of claim 15 wherein the DRM module uses a ~~a~~ keyed hash algorithm on the advertisement to ~~obtain~~ derive the content encryption key.

17. (Currently Amended) An apparatus comprising:

digital content;

an advertisement used to ~~obtain~~ derive a content encryption key from the advertisement; and

logic circuitry for ~~obtaining~~ deriving the content encryption key from the advertisement and encrypting the digital content with ~~a~~ the content encryption key.

18. (Original) The apparatus of claim 17 wherein the advertisement is hashed to become the content encryption key.